

RELTIO

SOLUTION BRIEF

Reltio Integration for Salesforce

Fuel the experiences of the future
with the data that matters most
to your business



Reltio Integration for Salesforce extends core abilities of Reltio Connected Data Platform to boost customer retention, accelerate revenue, and simplify compliance across the entire enterprise data infrastructure of a Salesforce customer—and at scale.

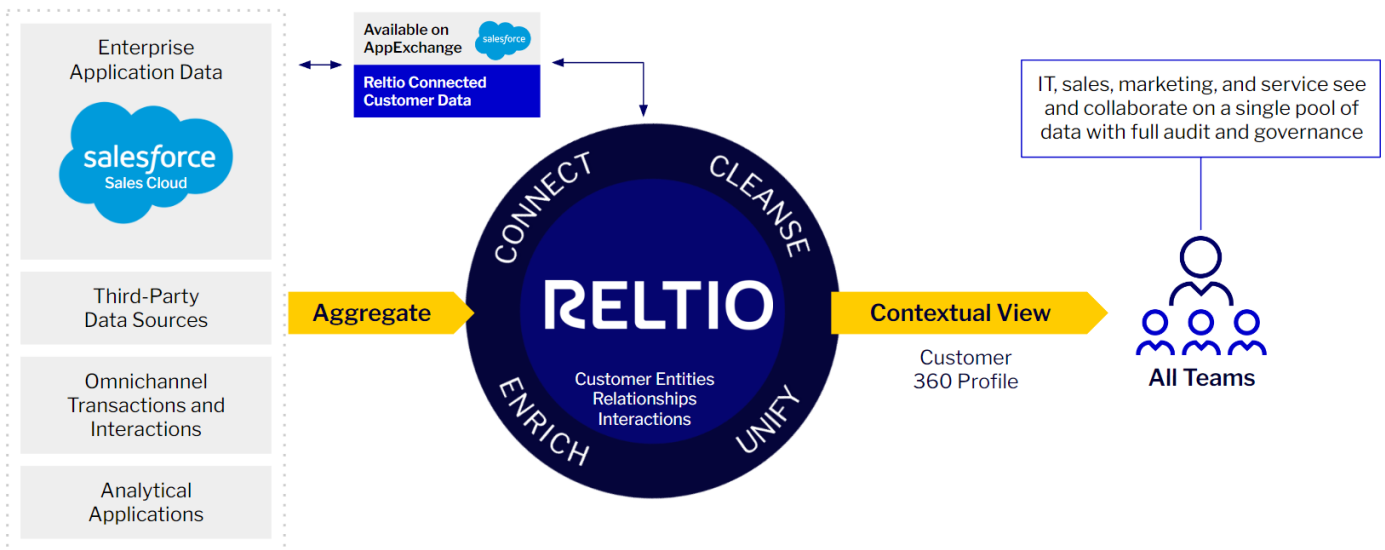
Seamlessly synchronize between Salesforce and Reltio

Our prebuilt integration empowers your Salesforce users—across all Salesforce clouds and multiple Salesforce organizations—to benefit from rich, up-to-date, and actionable customer 360 profiles. Ensuring consistent and accurate customer information in Salesforce and all other applications is critical to delivering a personalized and connected customer experience across all touchpoints—and fueling the customer experiences of the future.

Benefits

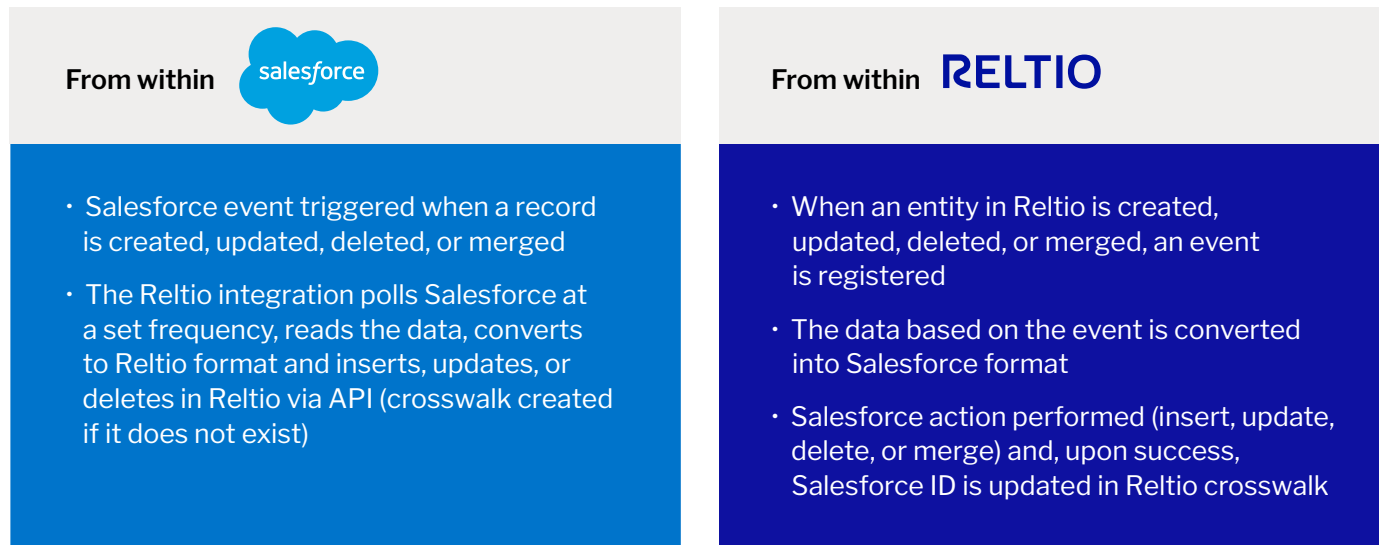
- Build consistency across multiple Salesforce clouds and Reltio Connected Data Platform
- Get started within minutes
- Synchronize account and contact objects between Salesforce and Reltio
- Rationalize multicloud and multi-organization Salesforce customer data, including Marketing Cloud
- Gain broad enterprise connectivity with the Reltio Connector for MuleSoft on the Anypoint Exchange

Reltio Integration for Salesforce



Seamless consistency between Salesforce and Reltio

Key functionality of Reltio Integration for Salesforce includes seamless, bidirectional synchronization of attribute and relationship data with Salesforce (i.e., add, update, delete, merge) between Reltio and Salesforce to eliminate duplicate information throughout the enterprise.



Search before create (SBC) minimizes duplication

The SBC process embedded in your Salesforce organization enables you to create new records with the confidence that you are not inadvertently creating duplicate records. This three-step search initially searches against existing Salesforce records, then extends the search to Reltio, and finally searches any data tenants you may have in Reltio. Not only does search before create minimize duplicate records, but it also increases productivity and supports data quality.



Features

- Enables easy, self-service installation from Salesforce AppExchange
- Handles create, update, delete, and merge events generated by Reltio and Salesforce platforms
- Ensures accurate accounts and contacts, always in synch between Reltio and Salesforce
- Eliminates introduction of duplicate records in Salesforce with search before create capability
- Supports data transformation capabilities beyond simple, one-to-one mapping
- Includes prebuilt mappings to synchronize account, contact, and location objects with the ability to configure synchronization of additional objects and relationships
- Integrates with Salesforce Sales and Service Cloud solutions

ABOUT RELTIO

At Reltio, we believe data should fuel business success. Reltio's AI-powered data unification and management capabilities—encompassing entity resolution, multi-domain master data management (MDM), and data products—help enterprises transform siloed data from disparate sources into unified, trusted, and interoperable data. The Reltio Connected Data Platform delivers interoperable data where and when it's needed, empowering data and analytics leaders with unparalleled business responsiveness. Leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification and cloud-native MDM capabilities to improve efficiency, manage risk and drive growth.

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